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TOURISM INDUSTRY INDICATORS
MAY 2013   MONTHLY TRACKING DASHBOARD
Produced by the Louisiana Office of Tourism
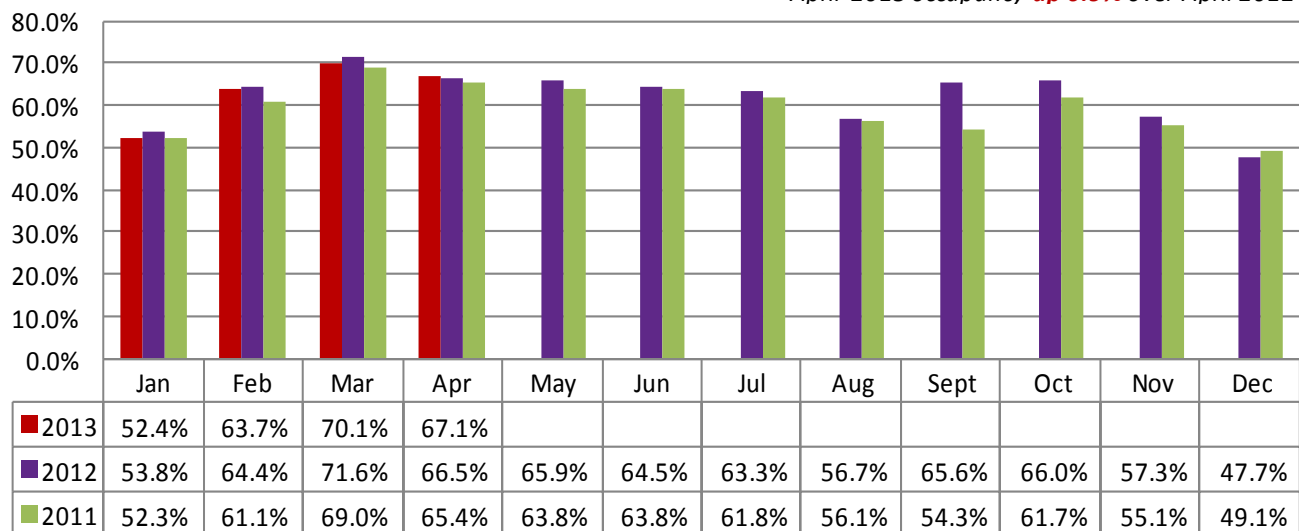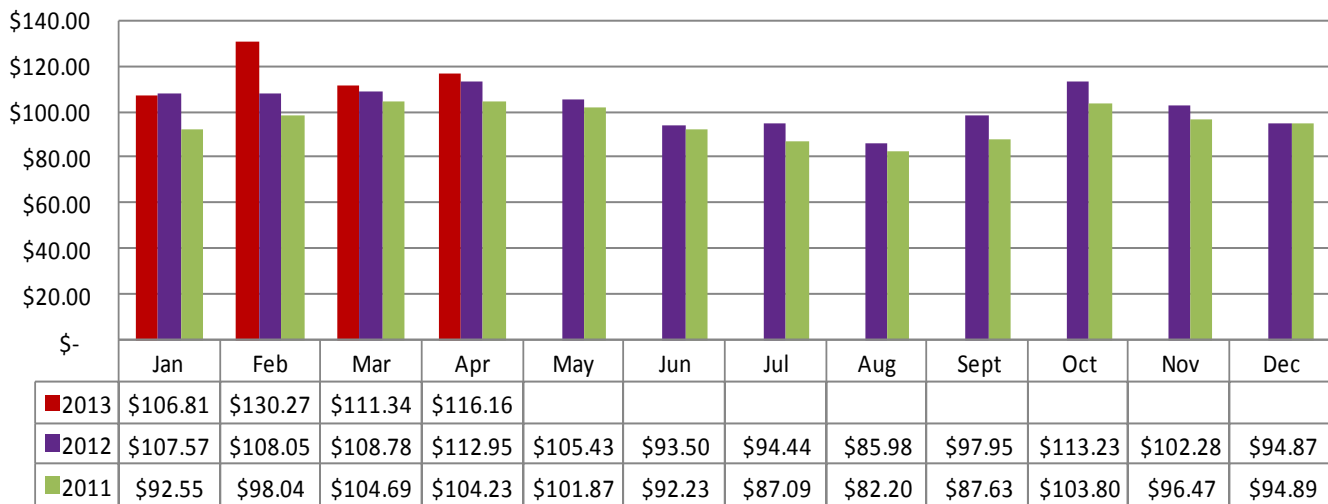
LODGING TRENDS

Hotel Monthly Occupancy (%) Trends: CY 2011 - YTD April 2013
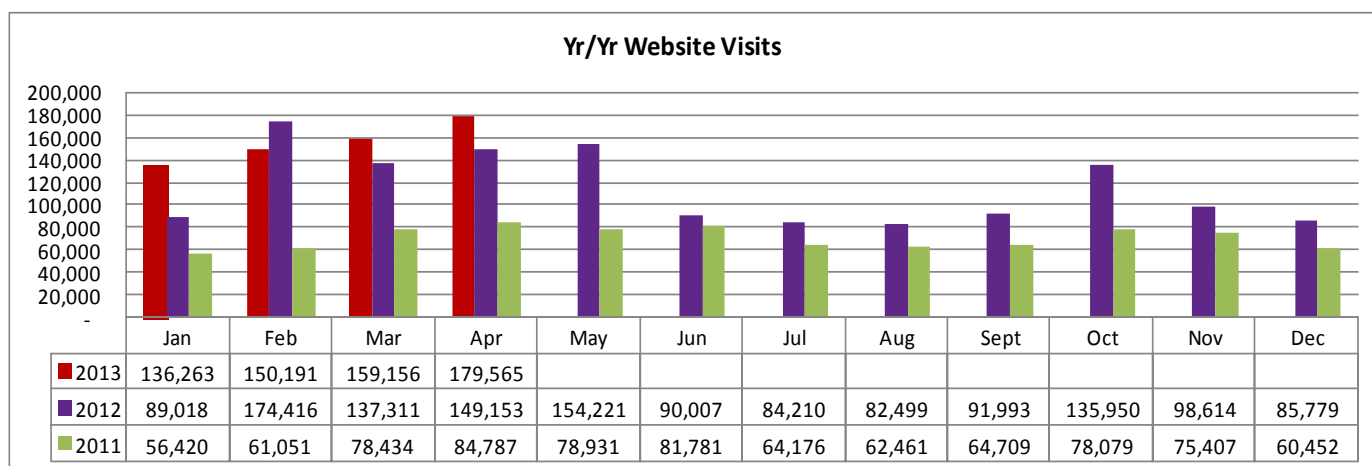
*April 2013 occupancy **up 0.9%** over April 2012*

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2013	52.4%	63.7%	70.1%	67.1%								
2012	53.8%	64.4%	71.6%	66.5%	65.9%	64.5%	63.3%	56.7%	65.6%	66.0%	57.3%	47.7%
2011	52.3%	61.1%	69.0%	65.4%	63.8%	63.8%	61.8%	56.1%	54.3%	61.7%	55.1%	49.1%

Hotel Average Daily Rate (ADR) Trends: CY 2011 - YTD April 2013

*April 2013 ADR **up 2.8%** over April 2012*

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2013	$106.81	$130.27	$111.34	$116.16								
2012	$107.57	$108.05	$108.78	$112.95	$105.43	$93.50	$94.44	$85.98	$97.95	$113.23	$102.28	$94.87
2011	$92.55	$98.04	$104.69	$104.23	$101.87	$92.23	$87.09	$82.20	$87.63	$103.80	$96.47	$94.89

Source: Smith Travel Research

For more information on individual stats, visit http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx or contact Lynne Coxwell at lcoxwell@crt.la.gov or 225.342.2876.

LOUISIANATRAVEL.COM

Yr/Yr Website Visits

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2013	136,263	150,191	159,156	179,565								
2012	89,018	174,416	137,311	149,153	154,221	90,007	84,210	82,499	91,993	135,950	98,614	85,779
2011	56,420	61,051	78,434	84,787	78,931	81,781	64,176	62,461	64,709	78,079	75,407	60,452

LouisianaTravel.com website had a **20% increase** in visitation over April 2012 to April 2013.

Signals of Intent to Travel

	Apr	Mar	Feb	Jan	Dec	Nov	Oct	Sept
All Guide Downloads	2,528	2,858	3,150	3,811	1,624	1,537	2,052	2,629
Order a Guide	3,745	4,257	4,015	5,034	1,950	1,853	2,449	1,213
Visit Virtual Welcome Center	1,668	1,952	1,964	2,063	1,134	1,040	1,309	770
eNewsletter Sign Up	174	177	164	194	112	113	137	63
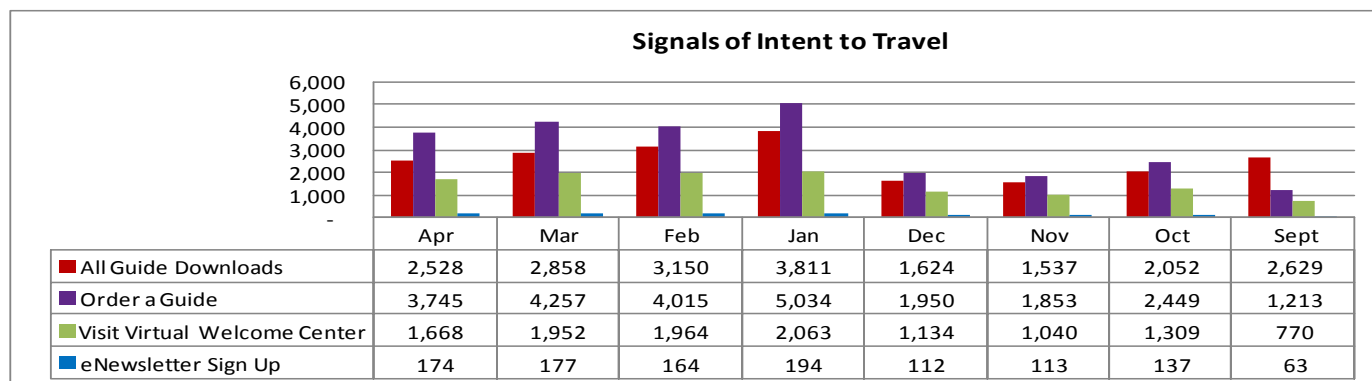
Source: Google Analytics

STATE PARKS

Yr/Yr Visitation

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2013	69,366	95,527	199,922	185,124								
2012	92,106	101,516	189,205	251,852	241,927	284,780	231,669	125,995	81,864	114,476	114,058	88,886
2011	89,282	106,244	196,357	258,487	250,189	260,158	244,529	133,273	126,431	145,974	125,611	84,585
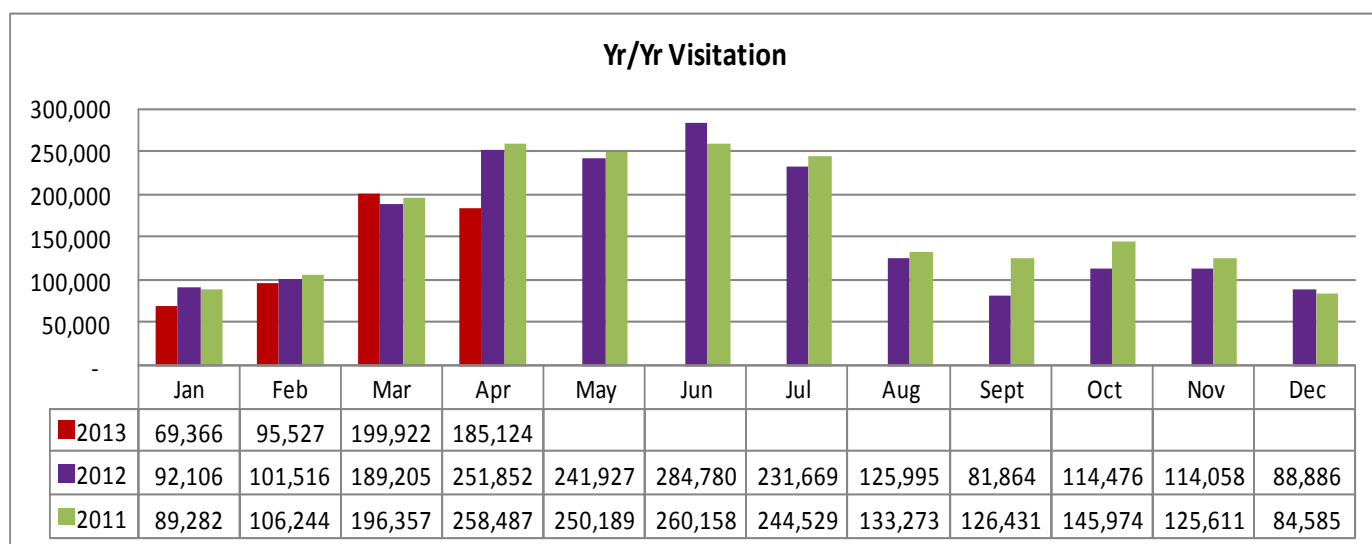
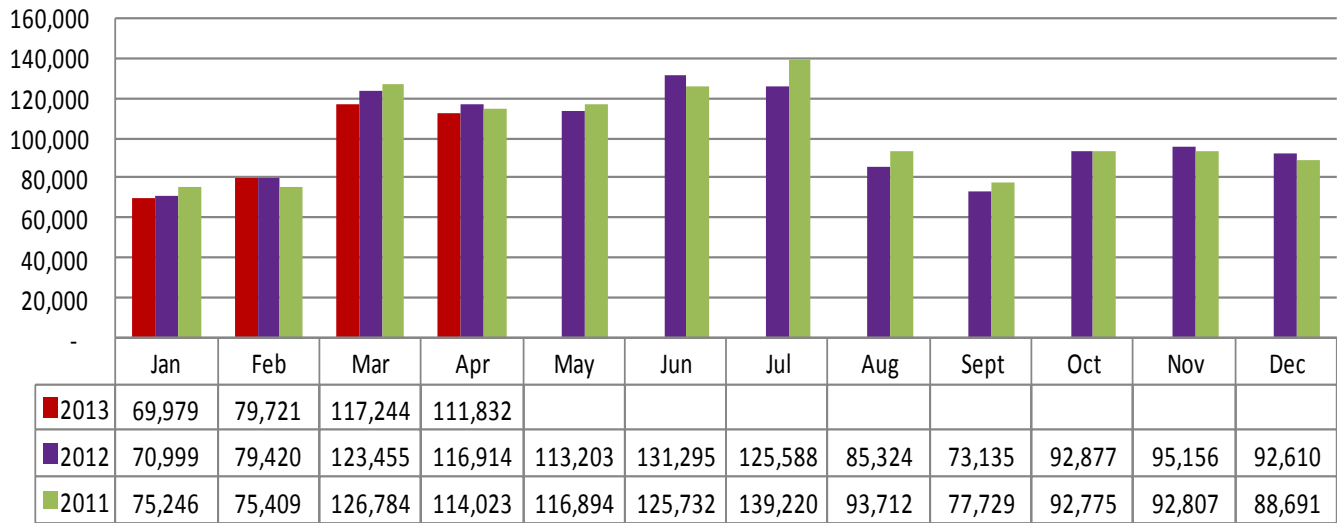*Source: Louisiana State Parks*

For detailed information, contact Reggie Dumas with State Parks at rdumas@crt.la.gov or 225.342.8106.

WELCOME CENTERS

Yr/Yr Visitation

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2013	69,979	79,721	117,244	111,832								
2012	70,999	79,420	123,455	116,914	113,203	131,295	125,588	85,324	73,135	92,877	95,156	92,610
2011	75,246	75,409	126,784	114,023	116,894	125,732	139,220	93,712	77,729	92,775	92,807	88,691

Welcome Center Visitor Totals

International - Apr 2013	
Canada*	3,188
France	1,320
Germany	1,147
United Kingdom	1,040
Mexico	693

States** - Apr 2013	
Texas	17,396
Mississippi	8,582
Alabama	6,687
Florida	5,517
Georgia	2,821

Cities** - Apr 2013	
Houston, TX	3,159
Mobile, AL	1,380
Daphne, AL	964
Pensacola, FL	653
Ocean Springs, MS	627

International Jan - Apr 2013	
Canada*	13,679
United Kingdom	3,118
France	2,904
Germany	2,826
Mexico	2,285

States ** Jan - Apr 2013	
Texas	68,498
Mississippi	28,326
Alabama	21,043
Florida	20,175
Georgia	8,786

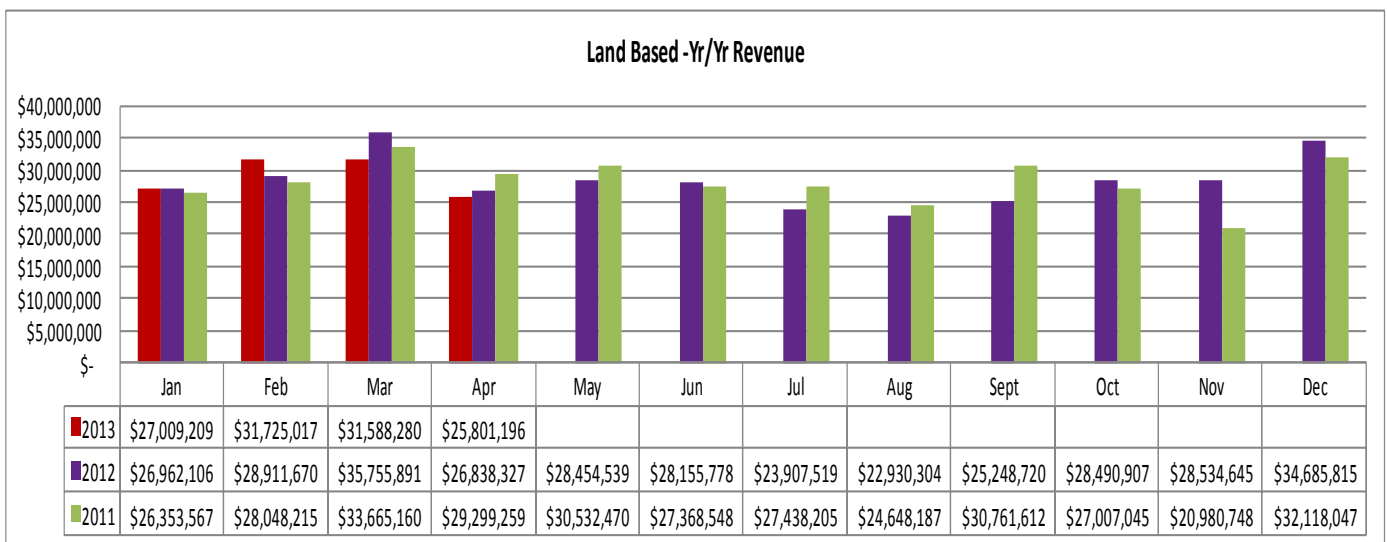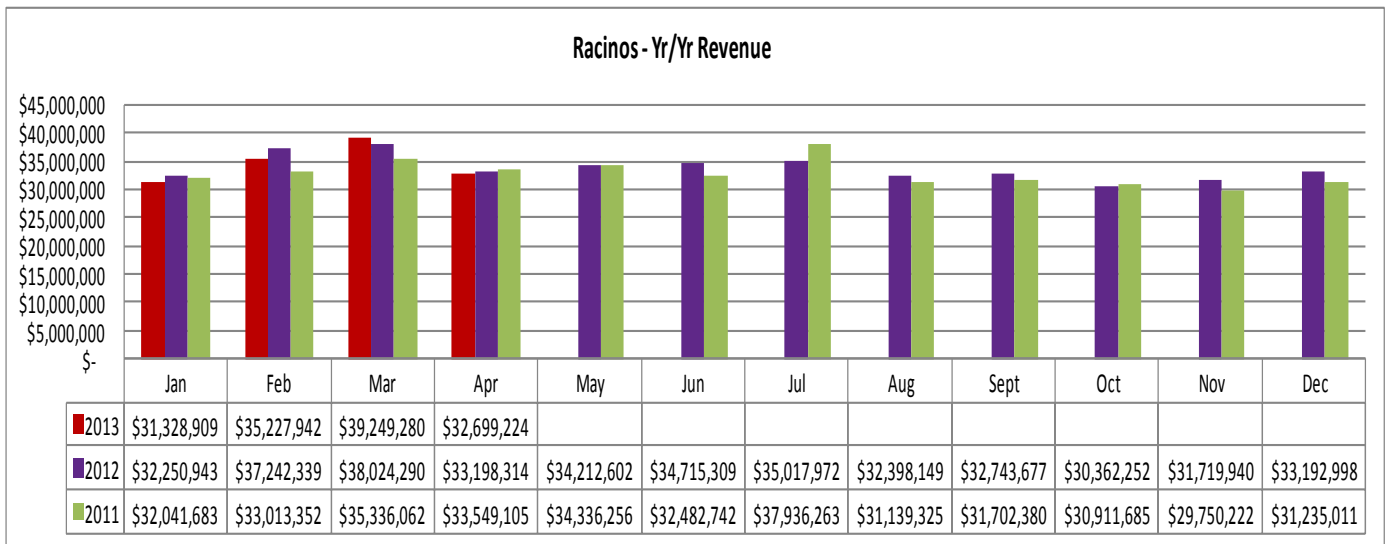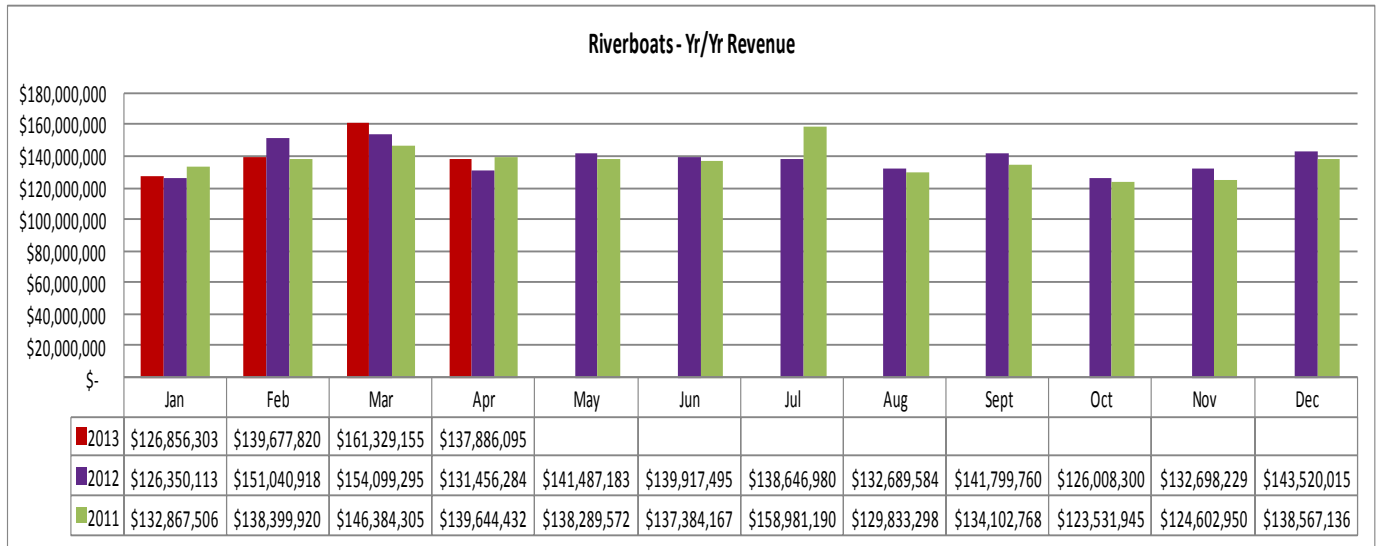| Cities ** Jan - Apr 2013	
Houston, TX	11,102
Mobile, AL	4,321
San Antonio, TX	2,488
Pensacola, FL	2,440
Austin, TX	2,422

* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

Source: Louisiana Welcome Centers

For individual Welcome Center visitation numbers, contact Nancy Broussard at nbroussard@crt.la.gov or 225.342.8122.

GROSS GAMING REVENUE

Riverboats - Yr/Yr Revenue

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2013	$126,856,303	$139,677,820	$161,329,155	$137,886,095								
2012	$126,350,113	$151,040,918	$154,099,295	$131,456,284	$141,487,183	$139,917,495	$138,646,980	$132,689,584	$141,799,760	$126,008,300	$132,698,229	$143,520,015
2011	$132,867,506	$138,399,920	$146,384,305	$139,644,432	$138,289,572	$137,384,167	$158,981,190	$129,833,298	$134,102,768	$123,531,945	$124,602,950	$138,567,136

Racinos - Yr/Yr Revenue

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2013	$31,328,909	$35,227,942	$39,249,280	$32,699,224								
2012	$32,250,943	$37,242,339	$38,024,290	$33,198,314	$34,212,602	$34,715,309	$35,017,972	$32,398,149	$32,743,677	$30,362,252	$31,719,940	$33,192,998
2011	$32,041,683	$33,013,352	$35,336,062	$33,549,105	$34,336,256	$32,482,742	$37,936,263	$31,139,325	$31,702,380	$30,911,685	$29,750,222	$31,235,011

Land Based -Yr/Yr Revenue

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2013	$27,009,209	$31,725,017	$31,588,280	$25,801,196								
2012	$26,962,106	$28,911,670	$35,755,891	$26,838,327	$28,454,539	$28,155,778	$23,907,519	$22,930,304	$25,248,720	$28,490,907	$28,534,645	$34,685,815
2011	$26,353,567	$28,048,215	$33,665,160	$29,299,259	$30,532,470	$27,368,548	$27,438,205	$24,648,187	$30,761,612	$27,007,045	$20,980,748	$32,118,047

Source: Louisiana State Police